

### Substitute Abstract of the Disclosure

A display apparatus is provided which can display different text/image information depending on the viewing angle and the viewer, display a high reality three-dimensional image viewable from any direction and realize stereoscopic viewing without glasses or the like. The display apparatus includes a display unit having a view angle-limiting filter on its surface, a rotary mechanism to rotate the display unit and a control unit which implements control so that when the display unit, rotated by the rotary mechanism, is faced to each of plural directions, the display unit displays a different text/image content associated with the direction.